



**COMPANY PROFILE**

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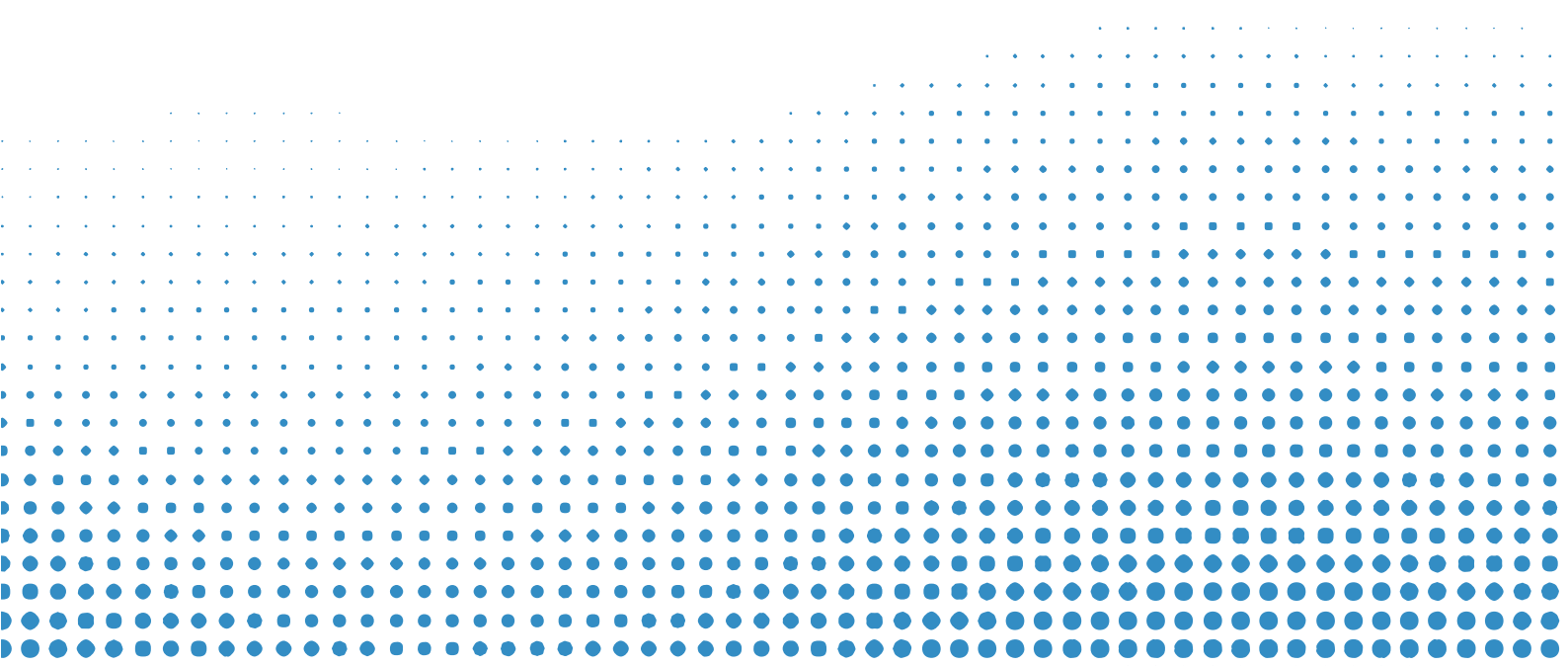
# VISION

Dilium is an **innovative startup** that, through specific skills in the Information and Communication Technology (ITC) and Technology Innovation Management (TIM) sector, offers innovative technological solutions to support companies in the growth of their business.

## WE ARE PIONEERS OF NEXT GENERATION TECHNOLOGY

such as Machine Learning & AI, Blockchain, Algorithm & Advanced CMS and Augmented Reality to support digital transformation in B2B and B2C markets. From the analysis of the needs presented by our customers, we map the technological territory to build **a performing development program.**

In the field of research and development, we are the **owner of a national patent** for the use of a random extraction algorithm in Augmented Reality prize competitions created through the AR Win platform.



# MISSION

## Always on customer's side

Dilium is a startup of innovative services, with skills in **Software Development, Digital Consulting, Research and Development** in the technological field.

Our goal is a **long-term sustainable and profitable growth**. We invest in young people to make sure we have the innovation skills our customers need.



We support companies in **solving problems** and **help them achieve their goals** by developing intelligent software solutions.



We recommend and **implement our technology solutions** with SaaS models to improve the performance of our customers.



We invest in **strategic capabilities to consolidate our knowledge** in key growth areas, enabling our clients to discover disruptive, high-performance solutions.

# KEY COMPETENCES

## SOFTWARE DEVELOPMENT

We have experience in **4 basic technologies** that allow us to develop intelligent solutions to meet your needs.

## DIGITAL ADVISORY

Our knowledge and organizational flexibility provide **quick responses to customer needs**, maximizing their performance.

## RESEARCH & DEVELOPMENT

We want to be **driver of innovation** by allocating budgets for advanced research and development activities every year.

### AR

Software Design  
Implementation

Proof of Concept  
TIM Project

Feasibility Study  
Research Project  
Coordination

### CMS & Mobile App

Software Design  
Development &  
Customization

Digital Transformation  
Project Feasibility Study

### Blockchain & A.I.

Software Design &  
Implementation

Proof of Concept  
TIM Project  
Feasibility Study

Feasibility Study  
Research Project  
Coordination

### Cybersecurity

Cybersecurity  
guidelines  
implementation

Advisory  
Project Implementation

# MILESTONES

APRIL 2017

dilium srl is established

MARCH 2019

dilium brings AR to the Milan Design Week with the LeonARdo project

APRIL 2019

dilium wins the Magic Wand Retail Revolution

JULY 2019

Dilium wins the II CALL REL-ARVAL A.I. AND BIG DATA

SEPTEMBER 2019

the LeonARdo Exhibition lands in Japan

JANUARY 2021

Dilium shows Leyer for the first time at CES

MAY 2021

dilium launches Augmented Reality Studio

JUNE 2021

dilium is certified ISO/IEC 27001: 2013 and ISO/IEC 20000-1: 2018

SEPTEMBER 2021

dilium is certified ISO 9001

**dilium at glance**

**+50 Clients ▪ 30% G rate ▪ 6 Product ▪ 1 EU Patent**

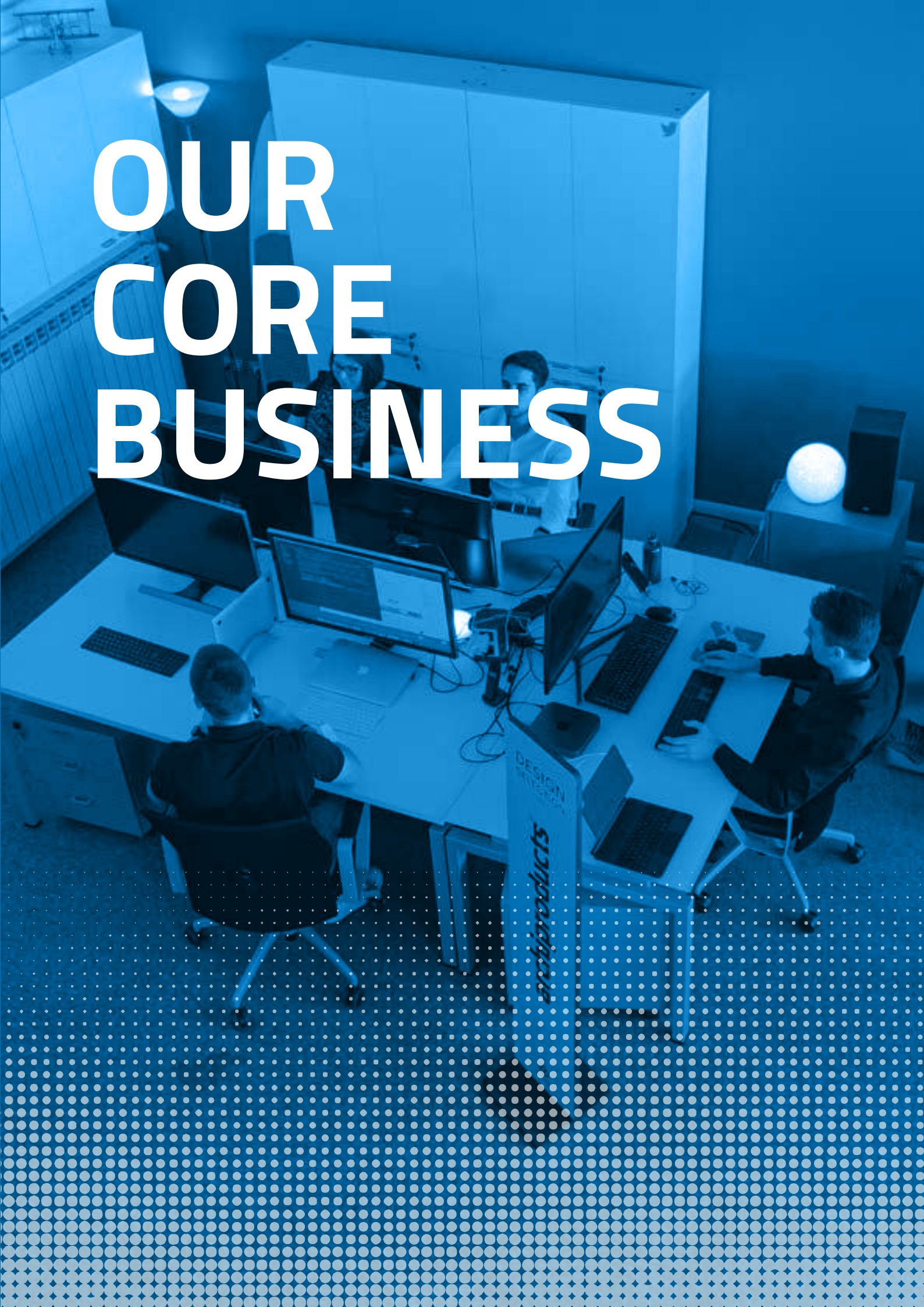
# Certification

Dilium is certified **ISO 9001:2015**, **ISO/IEC 27001: 2013** and **ISO/IEC 20000-1: 2018**, the international standards that regulate the processes underlying an information security management system. We want to be the **driver of innovation** by allocating budgets for advanced research and development activities every year.

The certification qualifies that the security of information within the company is managed according to international best practices.

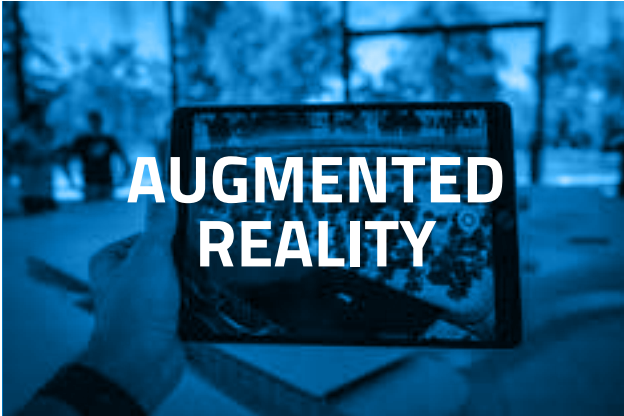


# OUR CORE BUSINESS



# SOFTWARE DEVELOPMENT

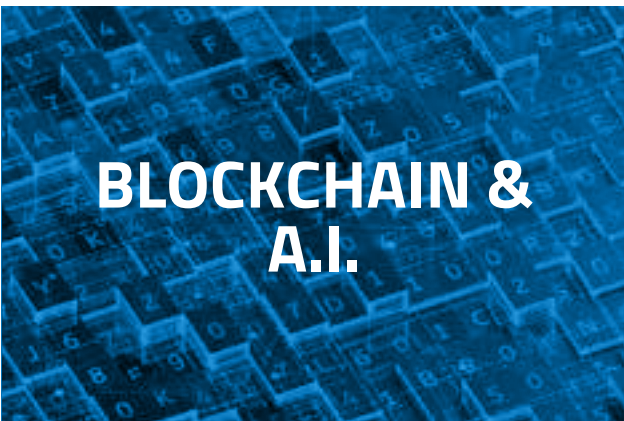
We have gained experience in **4 core technologies** that allow us to develop intelligent solutions in order to meet customer needs.



We develop **AR solutions**, based on our AR Development software, in line with customer needs to improve business results.



We design and develop **Content Management System Enterprise solutions in Cloud and Mobile App**. We provide simple and functional software to meet customer needs.



We develop **cutting-edge solutions** based on the most innovative technologies such as Blockchain & A.I. to ensure maximum effectiveness and efficiency.



Cybersecurity Guidelines implementation at any corporate level. We support our clients in the definition and implementation of the **best performing cybersecurity activities**.

# OUR SOFTWARE

## **Augmented Reality Studio**

Augmented Reality Studio is a technological solution dedicated to Augmented Reality that allows you to create innovative experiences without the need for complicated technical knowledge.

Thanks to the intuitive graphical interface **you can develop, manage and start projects in AR in a simple and effective way.**

Augmented Reality Studio **is available immediately in its web version, as a SaaS platform** supported by a solid cloud infrastructure, therefore accessible from any computer and device in compliance with the most efficient security protocols.

## **Augmented Reality Studio** *3DFrame*

Users can scale the product to real sizes and place it in their surroundings before deciding whether to make a purchase, a reservation, or a visit to your business. **Customers can compare the shape, size, color, materials and quality of a product in 3D** before placing an order. This means low return rates and more customer satisfaction.

Deliver immersive shopping experiences, via web and mobile browsers integrating your 3D model on your website, is easy as copy pasting a link: **generate the code within the 3DFrame platform** and then copy-paste it into the backend of your e-commerce or website.

# OUR SOFTWARE



Bellfish is the first marketplace of **unique design objects** that come alive thanks to Augmented Reality, created by a community of artists from all over the world.

**Each purchased object comes to life** with a dedicated smartphone and tablet application. Just frame the illustration to see the magic in action.

**Bellfish is the meeting point between creativity, technology and communication.** It is an original and surprising way to convey an idea, spread a message and make extraordinary creations.



Check Me In is a Content Management System to keep track of visitors and your employees' meetings. **Manually import or upload the spreadsheet of employees** you want to enter into the system, you can edit or remove the items at will later.

Each data entered will be easily accessible from a **dedicated analytics dashboard** from which you can copy, export and print all the info collected in the table. Do you want to access the details of a single meeting?

The Recap Meeting shows you the data with a monthly, weekly and daily visualization filter.

# DIGITAL ADVISORY

Our knowledge and organizational flexibility **offer quick answers** to customer needs, maximizing their performance.

## TECHNOLOGY & INNOVATION CONSULTING

We provide advice to companies by helping them manage the innovation of their business through the development of **Feasibility Study and POC** thanks to the knowledge of the technological world gained in the academic field and during the development of **Customer Oriented solutions**.

## DEFINITION OF TECHNOLOGICAL MODELS FOR DIGITAL TRANSFORMATION

To allow customers to find effective answers and solutions to their problems, the consultancy offered aims at **defining specific technological and digital models** to decisively support the Digital Transformation process.

## IMPLEMENTATION OF SOLUTIONS BASED ON OUR CORE TECHNOLOGIES

The customer will be asked to invest resources for the development and implementation of the digital technological model proposed following the analysis of the criticalities and potentialities identified through **an AGILE management model**.



# EXAMPLE OF OUR PROJECTS

CLIENT

PROJECT

dilium  
ROLE



## DIGITAL TRANSFORMATION

Structuring and development of a Scientific Smart Working Content Management System

Optimization of technological investments

Cloud platform development

Website development



## CHANNEL INNOVATION

New forms of interactions with Augmented Reality for large scale initiatives and marketing needs

Technological partner for AR implementation

Development and publishing of a branded App for Augmented Reality



## DIGITAL TRANSFORMATION

Digital transformation strategy

Technological partner for content editing

Development of a platform to facilitate the implementation of 3D model and AR on an eCommerce site



## DIGITAL TRANSFORMATION

Structuring and Development of a platform to assess the current state of a business.

Development of a flexible and parameterized content management system



## DIGITAL TRANSFORMATION

Structuring and development of a system that integrates AR in orthodontic practices

Development of an advanced CMS.

Development of an App to manage clients and AR visualization of medical interventions.

# RESEARCH & DEVELOPMENT

We want to be the **driver of innovation** by allocating budgets for advanced research and development activities every year.

## IMPROVEMENT OF FRONTIER TECHNOLOGIES

The new frontiers of **research on cutting-edge technologies** follow the large experimental projects that engage dilium in a spectrum of international collaborations. The fields of Research and Development (R&D) concern Augmented Reality, Blockchain, Enterprise Cloud Solution. This is why **we allocate more than 20% of our budget annually to strategic technological development activities.**

## TECHNOLOGICAL KNOWLEDGE HERITAGE

In the technological field, dilium's skills have found relevant applications in **Image Recognition, Blockchain** and the study of **Artificial Intelligence**. Furthermore, numerous industries, from Retail to Pharmaceuticals, increasingly use technologies and digital solutions developed in the areas of our competence, **increasing our technological knowledge.**



## R&D PROJECTS

# Leyer

Leyer is a Smart Mirror prototype presented at CES 2021 **able to monitor and help users to maintain their well-being**, in an attempt to bridge the gap between everyday life and innovative technology.

Leyer focuses on improving well-being by integrating data from devices connected to Apple Health and **organizing information on the surface of a mirror**, making the best use of your care time.



AR Win is the first **patented solution**, simple and immediate, for the activation of Augmented Reality prize contests that favor the increase of **lead generation, customer engagement** and **brand loyalty**.

Through the use of a **certified algorithm** for the random assignment of winnings and the technological integration of Augmented Reality, it is possible to **launch innovative and interactive contests** in order to increase consumer retention and awareness.

## SafeTruth

SafeTruth is a **blockchain technology** powered system for authentication that provide manufacturers, sellers and consumers with trust and transparency.

**We use NFC tag**, which can be discreetly incorporated in any products, from luxury goods to pharmaceutical, **to guarantee the recognition of authentic article from fakes**.

# Technologies for Ideas



## Strong capability of meeting client needs

› Deep understanding of client needs and unique capability to add value with cost effective and tailor-made solutions.



## Proprietary technological solutions

› Ready to use and easy to implement technological solutions that ensure a fast and competitive advantage.



## High-level and diverse profile & skills

› Team of young talents and experienced key members, with competencies spanning from Technology and Development to Marketing & Communication.



## Solid network of partners

› A trusted network of professional companies who share our values of excellence and innovation.

# Our Clients



# Team

## Management team



**Donato De Ieso**  
CEO & Founder

Software engineer with over 20 years of experience. Security Systems Professor at UNIMI University with over 10 years of experience. **Digital entrepreneur** with previous experience in Big Data sector.



**Roberto Sommariva**  
Head of Software Dev.  
Co-founder

Graduated in Computer Expert and specialized in software infrastructure & Clouding development. Over the past years, he has been responsible and product owner of the **development of high-tech projects, working closely** with national and international developers.



**Gianluigi Gollo**  
COO  
Co-founder

Previous experience as strategic business development in tech company and project owner for **H2020** projects for UNIMI – ICT areas, Consulting Management at **Accenture**, Project manager in Marketing & CRM at **MSX International**.

## Scientific Management board

**Prof. Paolo Ceravolo**  
Data Scientist

**Ernesto Damiani**  
Innovarion Manager

# Final Remarks

- 1** **Leading innovation-enabler with an integrated end-to-end approach.**
- 2** **High standing and cross-industry client base, with high loyalty and increasing share of wallet.**
- 3** **High profile and committed management team**
- 4** **Qualified IT consulting services supporting the Digital Transformation process.**
- 5** **Innovation and application of cutting-edge technologies through extensive R&D plan.**
- 6** **4 core technologies at the hearth of our business:**  
Augmented Reality, CMS, Blockchain & AI and Mobile App Development.
- 7** **Owner of a national patent for the use of a random extraction algorithm in Augmented Reality prize competitions.**



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